

# Battling the bulge

Jeanette Warr, managing director of the Warr on Weight clinic in Chichester, specialises in weight loss through hypnotherapy. She tells Jenny Mark-Bell why there's more to life than weekly targets

If, like me, you have been shopping for swimwear recently, then you are probably reading *Sussex Life* in the gym. The pallid sunshine we've enjoyed of late might not amount to much, but it does serve to remind one that spaghetti straps, bikinis and Capri pants are only a season away.

Jeanette Warr, managing director of the Warr on Weight clinics in Chichester and Wokingham, specialises in weight loss through hypnotherapy. She is proud of her bespoke attitude to weight loss: "I like to think of my method as being a bit like making a designer suit," says Jeanette. "During the first session, I'm measuring the client, working out what will fit. In the later sessions, I'm tweaking and tailoring the programme to suit them. It's not 'off the peg' therapy." Put in another way, the first session is about setting goals, the second session instigates change, and later sessions reinforce change. All sessions are one to one – Jeanette doesn't offer group sessions, although she acknowledges they work for some people: "Our attitude to food is so personal that our needs are absolutely unique." New clients attend a free consultation and Jeanette says that most people start to change their behaviour after this first chat, with the most dramatic changes in behaviour occurring between the first and second sessions.

Rather unusually, Jeanette doesn't encourage regular weigh-ins or targets, preferring instead to address the client's emotional attachments to food. "It's not about what you weigh," she says, "but how much

better it feels to be fit and healthy: how well your clothes fit; how you feel in yourself. The people who come to see me usually talk more about what they don't want (to be overweight) than what they do. I emphasise the fact that we're moving towards something wonderful, and it's all about enjoying the journey."

Around 25 per cent of Jeanette's clients are men, and she believes they have a different approach to weight loss: "They're usually much more focused. Women have so much going on in their lives, especially if they have children, that it's easy to get sidetracked." In order to keep her clients on the straight and narrow and reinforce their changing attitudes to food, Jeanette records CDs for them to listen to daily, and teaches self-hypnosis. She also offers a mobile service for those who don't wish to attend the clinics, or whose work commitments do not allow them to do so.

Jeanette has spent 13 years as MD of the clinic and five years as a therapist, and helping people achieve their aims through hypnotherapy and other methods represents fulfilment of a lifelong ambition. "I have always been interested in hypnosis and nutrition. I started doing a lot of personal development myself in my late thirties, and I ended up training as a colonic therapist! I don't do that any more, but it taught me a valuable lesson, which was that people with digestive problems often have emotional problems as well. It's those problems that I aim to address at my clinics."



## FIND OUT MORE

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